

## Fresh Produce Market Focus Group Moderator's Guide

### I. BACKGROUND/INTRODUCTIONS

#### *Moderator will:*

- Introduce yourself and thank participants for agreeing to come.
  - *Thank you for volunteering your time and coming this morning. I am {NAME} – I work for {DEPARTMENT}. I'll be moderating our discussion today.*
- Explain group guidelines and tell how long the focus group will last.
  - *We have the discussion scheduled for one hour today. During the group we want to get your reaction to a new project being developed at {COMPANY NAME}– an outdoor fruit and vegetable vendor as well as some materials that are being developed to promote the project.*
  - *Again, I am here just to facilitate the session today. You won't hurt my feelings or make me feel good with whatever opinions you might give. We are interested in hearing your point of view even if it is different from what others have expressed.*
  - *I'm going to make every effort to keep the discussion focused and within our time frame. If too much time is being spent on one question or topic, I may move the conversation along so we can cover all of the questions.*
- Address confidentiality
  - *We will be audio-taping the discussion because we don't want to miss any comments. But, we will only be using first names today and there will not be any names attached to the comments on the final report. You may be assured complete confidentiality.*

#### *Participant introduction:*

- *On that note, please introduce yourselves – first names are fine. Please tell us which center or office you work in as well as the office building. Let's just go around the table.*

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### II. DISCUSSION TOPICS

#### *EXPLAIN PROCESS:*

*Great. Our topic of discussion today is a new program that is being developed for the {LOCATION} – an outdoor fruit and vegetable vendor or stand. The idea is to have a stand set up outside of one of the {COMPANY} buildings where employees could go and buy a variety of fresh fruits and vegetables during or after work – just like you could find in the produce section at the grocery store. Depending on how things go here, the program may be implemented all around {COMPANY} on a regular basis. [NOTE: Only say this if appropriate.] We'd like to get your feedback on the program as well as the materials that would be used to promote the program.*

- **Overall reaction**
  - What do you think about the idea of a fresh fruit and vegetable stand being available here?
  - Is this something that you'd be interested in checking out? Why or why not?
  - Do you think you'd be likely to buy fresh fruits and vegetables from this vendor? Why or why not?
- **Location, dates, and times of sales**
  - The idea right now is to have the vendor set up outside of one of the buildings – like in one of the parking lots or on the grassy area outside one of the buildings. Would it make a difference to you what building it was near at the {LOCATION}?
  - What day or days of the week would you most like to see the sale?
  - What times would you most likely visit the sale?

### III. PROMOTIONAL POSTERS

#### *EXPLAIN PROCESS:*

*Now I'd like to get your reactions to some posters that are being developed to promote the fruit and vegetable stand. There are {X} of them I'd like you to look at – but, we'll look at them one at a time. Again, they're not "finished" yet and may still have some changes made before they are posted around this campus. That's where you come in. Right now, they are just draft – the visuals, text, and even messages can be changed if necessary.*

***Rotate the presentation of posters across the groups.***

*Okay. Take a couple of minutes to look at the first poster.*

- **Overall reaction:**
  - What do you think of this poster? (Probe: top-of-mind impressions and overall appeal)
  - What is the poster asking you to do? Telling you? What does the poster make you think about?
  - Are there any other messages?
- **Likes:**
  - What do you like about the poster? Why?
  - Are there any figures, actions, words or phrases that you especially liked?
- **Dislikes:**
  - What, if anything, do you not like about the poster?
  - Is there anything confusing or hard to understand?

#### ***GO BACK AND REPEAT QUESTIONS FOR OTHER POSTERS***

*After the all of the posters are shown:*

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- **Hanging Posters:**

- Now that you have seen all of the posters...if these posters were to hang around {COMPANY} buildings to try to get you to see them, where would be the best place to hang them?
- How far in advance of the sale would you like to see these posted?
- Is there any other channel through which you would like to see this information promoted? (Probe: Personal emails from executives, announcements, flyers in your mailbox)

### V. CLOSING

- Offer an opportunity for any short final comments participants would like to make.
- *Thank you very much for your input today. We are just about out of time. Are there any last comments that anyone would like to make? The information you provided will help us inform the staff of the {COMMITTEE} to improve their projects, especially the fruit and vegetable stand and the posters you commented on today.*